

**ENTREPRENEURS CONTINUOUS LEARNING:
ASSESSING THE PREFERRED LEARNING STYLES OF SME RURAL
ENTREPRENEURS IN MALAYSIA**



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Contents

1. Letter of Report Submission..... 1

2. Letter of Offer (Research Grant)2

3. Acknowledgements.....3

4. Enhanced Research Title and Objectives.....4

5. Report.....5

5.1 Proposed Executive Summary5

5.2 Enhanced Executive Summary6

5.3 Introduction7

5.4 Brief Literature Review.....9

5.5 Methodology 12

5.6 Results and Discussion..... 13

5.7 Conclusion and Recommendation 19

5.8 References/Bibliography21

6. Research Outcomes27

7. Appendix.....28

2. Letter of Offer (Research Grant)

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KELULUSAN PERMOHONAN DANA KECEMERLANGAN 11/2010

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Dengan hormatnya perkara di atas adalah dirujuk.

2. Sukacita dimaklumkan pihak Universiti telah meluluskan cadangan penyelidikan Y. Brs Prof./tuan/puan untuk membiayai projek penyelidikan di bawah Dana Kecemerlangan UiTM.
3. Bagi pihak Universiti kami mengucapkan tahniah kepada Y. Brs. Prof./tuan/puan kerana kejayaan ini dan seterusnya diharapkan berjaya menyiapkan projek ini dengan cemerlang.
4. Peruntukan kewangan akan disalurkan melalui tiga (3) peringkat berdasarkan kepada laporan kemajuan serta kewangan yang mencapai perbelanjaan lebih kurang 50% dari peruntukan yang diterima.

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5. Untuk tujuan mengemaskini, pihak Y. Brs. Prof./tuan/puan adalah diminta untuk melengkapkan semula kertas cadangan penyelidikan sekiranya perlu, mengisi borang setuju terima projek penyelidikan dan menyusun perancangan semula bajet yang baru seperti yang diluluskan. Sila lihat lampiran bagi tatacara tambahan untuk pengurusan projek.

Sekian, harap maklum.

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Yang benar


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5. Report

5.1 Proposed Executive Summary

The purpose of this paper is to present the preferred learning styles of Small Medium Enterprise (SME) rural entrepreneurs in Malaysia. The study is conducted throughout Malaysia during Entrepreneurship Training Programs organized by Malaysian Academy of SME and Entrepreneurship Development (MASMED) in collaboration with Ministry of Rural and Regional Development Malaysia (KKLW). A self-administered survey using structured Fleming's VARK Bahasa Melayu (Malay Language) questionnaire was adopted in the study and 288 rural entrepreneurs in the training programs throughout Malaysia participated in the study. The study examines a few attributes to preferred learning styles among rural entrepreneurs in Malaysia. The findings from the attributes discovered no dominant preferred learning styles among them as the results varied among the attributes to the study. The study outcome will be used to develop a better training approach delivery in the training programs for rural entrepreneurs. In addition, it will also help both the trainers and trainees in understanding each other. Hence, the trainee will be able to learn more effectively after the precise delivery is implemented. The results is hoped to encourage trainers to be sensitive to the diversity of teaching strategies that are necessary to reach rural entrepreneurs trainees effectively.

5.2 Enhanced Executive Summary

The purpose of this paper is to present the preferred learning styles of Small Medium Enterprise (SME) rural entrepreneurs in Malaysia. The study is conducted throughout Malaysia during Entrepreneurship Training Programs organized by Malaysian Academy of SME and Entrepreneurship Development (MASMED) in collaboration with Ministry of Rural and Regional Development Malaysia (KKLW). A self-administered survey using structured Fleming's VARK Bahasa Melayu (Malay Language) questionnaire was adopted in the study and 288 rural entrepreneurs in the training programs throughout Malaysia participated in the study. The study examines a few attributes to preferred learning styles among rural entrepreneurs in Malaysia. The findings from the attributes discovered no dominant preferred learning styles among them as the results varied among the attributes to the study. The study outcome will be used to develop a better training approach delivery in the training programs for rural entrepreneurs. In addition, it will also help both the trainers and trainees in understanding each other. Hence, the trainee will be able to learn more effectively after the precise delivery is implemented. The results is hoped to encourage trainers to be sensitive to the diversity of teaching strategies that are necessary to reach rural entrepreneurs trainees effectively.